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## PATENT APPLICATION

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Patent Application of:

Inventor(s): Shintani, et al.  
 Filed: 1/2/2001  
 Serial No.: 09/752,968 ✓  
 Art Unit: Unknown  
 Examiner: Unknown  
 Docket Number: SNY-P4164



Title: Targeted Advertising During Playback of Stored Content

Assistant Commissioner for Patents  
 Washington, DC 20231

INFORMATION DISCLOSURE STATEMENT

Sir:

Applicants submit herewith patents, publications or other information (attached hereto and listed on the attached Form) of which they are aware, which they believe are relevant and may be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR §1.56. The order of listing of the references on the attached form and appendix hereto is without regard for relative relevance to the present invention.

This Information Disclosure Statement:

- (a) [ ] accompanies the new patent application submitted herewith. 37 CFR §1.97(a).
- (b) [X] is filed within three months after the filing date of the application or within three months after the date of entry of the national stage of a PCT application as set forth in 37 CFR §1.491.
- (c) [ ] as far as is known to the undersigned, is filed before the mailing date of a first office action on the merits.
- (d) [ ] is filed after the first office action and more than three months after the application's filing date or PCT national stage date of entry filing but, as far as is known to the undersigned, prior to the mailing date of either a final rejection or a notice of allowance, whichever occurs first, and is accompanied by either the fee set forth in 37 CFR §1.17(p) or a certification as specified in 37 CFR §1.97(e), as checked below.
- (e) [ ] is filed after the mailing date of either a final rejection or a notice of allowance, whichever occurred first, and is accompanied by the fee set forth in 37 CFR §1.17(i) and a certification as specified in 37 CFR §1.97(e), as checked below. **This document is to be considered as**

**a petition requesting consideration of the Information Disclosure Statement.**

The undersigned certifies that:

- [ ] Each item of information contained in the Information Disclosure Statement was cited in a communication mailed from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement.
- [ ] No item of information contained in this Information Disclosure Statement was cited in a communication mailed from a foreign patent office in a counterpart foreign application or, to the knowledge of the undersigned after making reasonable inquiry, was known to any individual designated in 37 CFR §1.56(c) more than three months prior to the filing of this Information Disclosure Statement.
- [ ] Those patent(s) or publication(s) which are marked with an asterisk (\*) in the attached form are not supplied because they were previously cited by or submitted to the Office in a prior application Serial No. \_\_\_\_\_, filed \_\_\_\_\_ and relied upon in this application for an earlier filing date under 35 U.S.C. 120.

A concise explanation of relevance† of the items listed on the attached form:

- [X] is not required.
- [ ] is given for each listed item in an appendix to this communication.
- [ ] appears in the body of the application.
- [ ] is given for non-English language listed item(s) [Required] and appears in an appendix to this communication.
- [ ] is in the form of an English language copy of a Search Report (copy attached) from a foreign patent office, issued in a counterpart application which refers to the relevant portions of the references.

† A "concise explanation of the relevance" of the submitted references "may be nothing more than identification of the particular figure or paragraph of the patent or publication which has some relation to the claimed invention," MPEP §609.

While the information and references disclosed in this Information Disclosure Statement may be "material" pursuant to 37 CFR §1.56, this statement does not constitute an admission that any patent, publication or other information referred to therein is "prior art" or material to this invention.

In accordance with 37 CFR §1.97, the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR §1.56(a) exists. It is submitted that the Information Disclosure Statement is in compliance with 37 CFR §1.98 and MPEP §609. The Examiner is requested to fully consider each of these references and acknowledge such consideration by appropriately initialing the attached form and returning a copy to the

address below. In addition, the Examiner is requested to conduct a thorough independent search in order to bring the best references available forward in this application.

The fee required for this Information Disclosure Statement is calculated below:

Fee under 37 CFR §1.17(p)	(\$240)	\$
Fee under 37 CFR §1.17(i)	(\$130)	\$
TOTAL	\$ 00	

- A check for the above required fees is enclosed.
- Please charge any and all fees required to process this information disclosure statement to my Deposit Account No. 50-1267. A duplicate copy of this authorization is enclosed.
- The commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to my Deposit Account No. 50-1267. A duplicate copy of this authorization is enclosed.

Respectfully submitted,



Jerry A. Miller

Registration No. 30,779

Dated: 2/1/2001

Please Send Correspondence to:

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**CERTIFICATE OF MAILING**

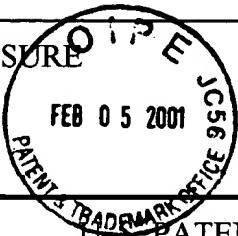
I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231 on: 2/1/2001.

Jerry A. Miller

Typed or printed name of person signing certificate



Signature

INFORMATION DISCLOSURE  
CITATION

Docket No.: SNY-P4164 Sheet 1 of 1  
Serial No.: 09/752,968  
Filing Date: 1/2/2001 Group: Unknown  
Applicant: Shintani, et al.

## U. S. PATENT DOCUMENTS

Exam. Init.	Document Number	Date	Name	Class	Filing Date
	5,155,591	10/13/92	Wachob		10/23/89
	6,020,883	2/1/2000	Herz et al.		2/23/98

## FOREIGN PATENT DOCUMENTS

Exam. Init.	Document Number	Date	Country	Class	Translation

## OTHER DOCUMENTS/CITATIONS


EXAMINER:

DATE CONSIDERED: